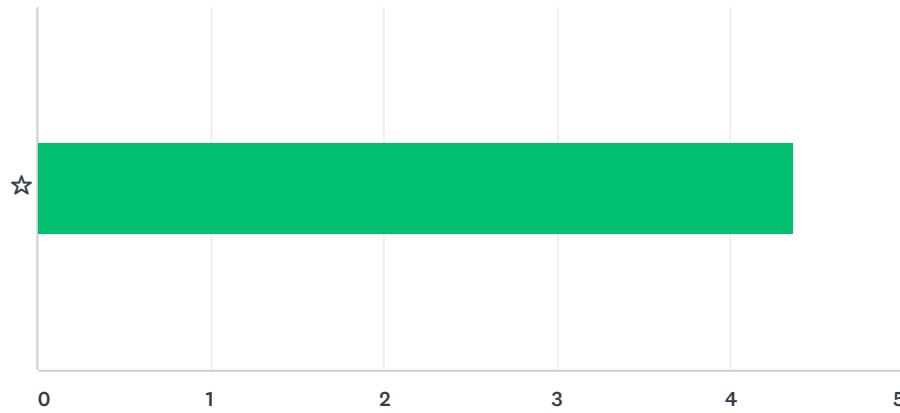


Q1 How do you feel Virginia City does in marketing itself? Rank on a scale of 1 being "Not aware of any marketing" to 5 being "Outstanding."

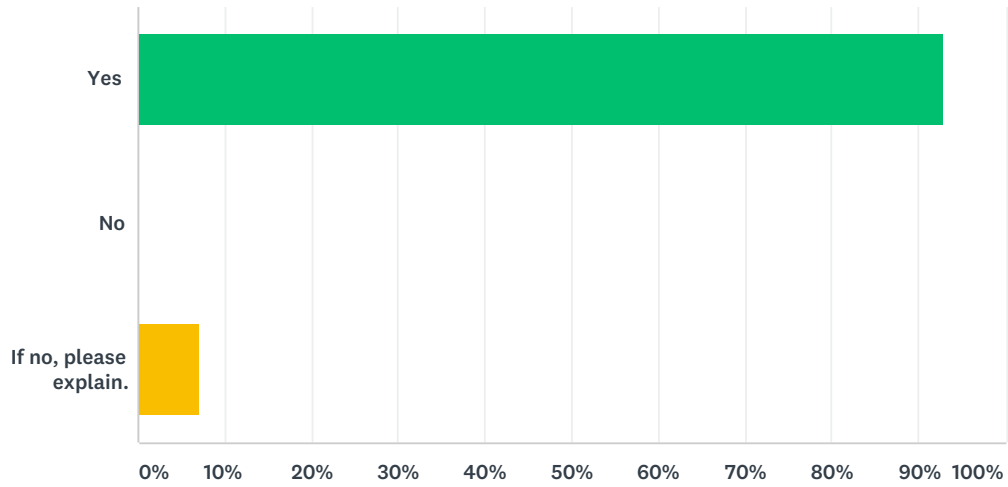
Answered: 11 Skipped: 3



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	9.09% 1	0.00% 0	36.36% 4	54.55% 6	11	4.36

## Q2 Do you see tourism and/or special events as a positive economic driver for the town?

Answered: 14 Skipped: 0

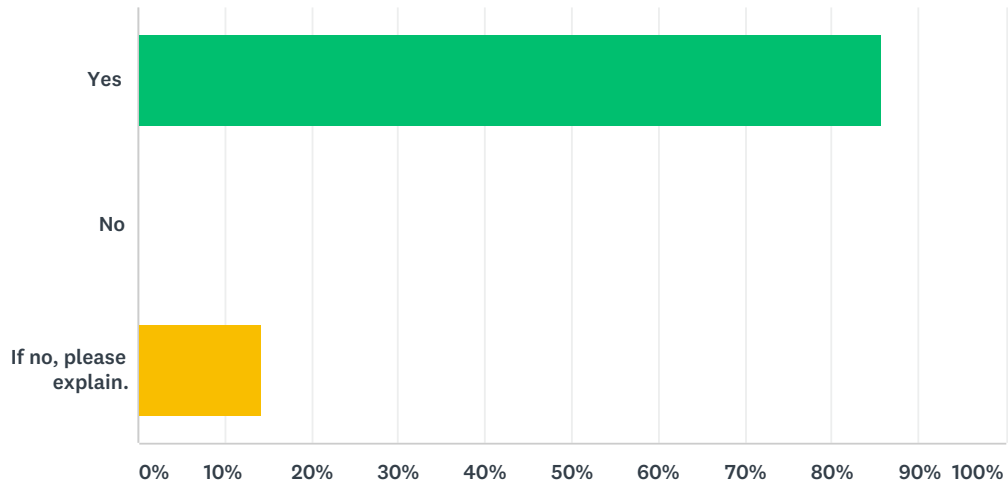


ANSWER CHOICES	RESPONSES
Yes	92.86% 13
No	0.00% 0
If no, please explain.	7.14% 1
<b>TOTAL</b>	<b>14</b>

#	IF NO, PLEASE EXPLAIN.	DATE
1	Not all events are created equal	10/11/2018 6:41 AM

### Q3 Do you believe that Virginia City special events help market the town?

Answered: 14 Skipped: 0

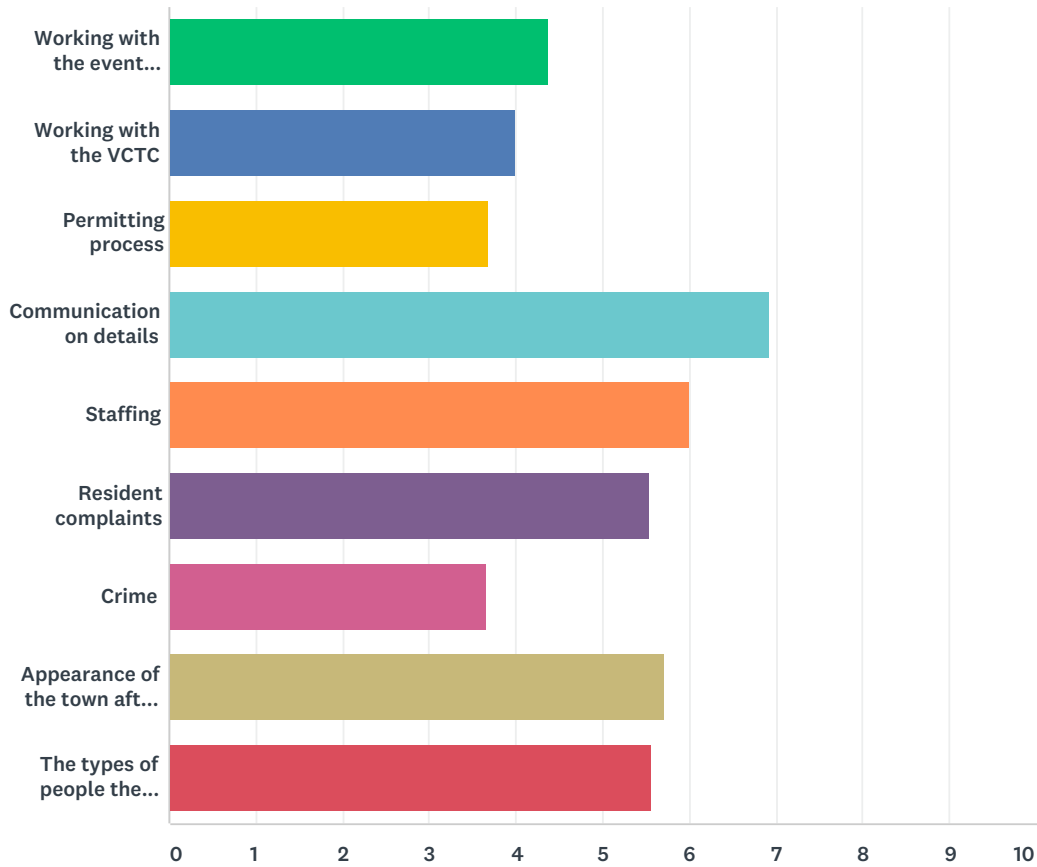


ANSWER CHOICES	RESPONSES
Yes	85.71% 12
No	0.00% 0
If no, please explain.	14.29% 2
<b>TOTAL</b>	<b>14</b>

#	IF NO, PLEASE EXPLAIN.	DATE
1	Not by themselves	10/11/2018 6:41 AM
2	answer is yes, but not always I the most positive ways	10/10/2018 12:00 PM

## Q4 Rank in order of importance, the most challenging aspects of hosting an event in Virginia City?

Answered: 14 Skipped: 0



	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Working with the event producers	0.00% 0	15.38% 2	0.00% 0	15.38% 2	15.38% 2	7.69% 1	23.08% 3	23.08% 3	0.00% 0	13	4.38
Working with the VCTC	0.00% 0	0.00% 0	0.00% 0	30.77% 4	23.08% 3	7.69% 1	15.38% 2	0.00% 0	23.08% 3	13	4.00
Permitting process	7.69% 1	0.00% 0	7.69% 1	7.69% 1	7.69% 1	7.69% 1	23.08% 3	23.08% 3	15.38% 2	13	3.69
Communication on details	28.57% 4	35.71% 5	7.14% 1	0.00% 0	7.14% 1	14.29% 2	0.00% 0	0.00% 0	7.14% 1	14	6.93
Staffing	0.00% 0	23.08% 3	38.46% 5	7.69% 1	7.69% 1	7.69% 1	7.69% 1	0.00% 0	7.69% 1	13	6.00
Resident complaints	30.77% 4	7.69% 1	0.00% 0	15.38% 2	15.38% 2	0.00% 0	0.00% 0	15.38% 2	15.38% 2	13	5.54
Crime	8.33% 1	0.00% 0	8.33% 1	8.33% 1	8.33% 1	16.67% 2	0.00% 0	25.00% 3	25.00% 3	12	3.67
Appearance of the town after the event	7.14% 1	14.29% 2	35.71% 5	0.00% 0	7.14% 1	14.29% 2	7.14% 1	14.29% 2	0.00% 0	14	5.71

## Virginia City Marketing and Special Event Survey - Storey County

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The types of people the events brings	21.43%	7.14%	7.14%	14.29%	7.14%	21.43%	14.29%	0.00%	7.14%	14	5.57
	3	1	1	2	1	3	2	0	1		

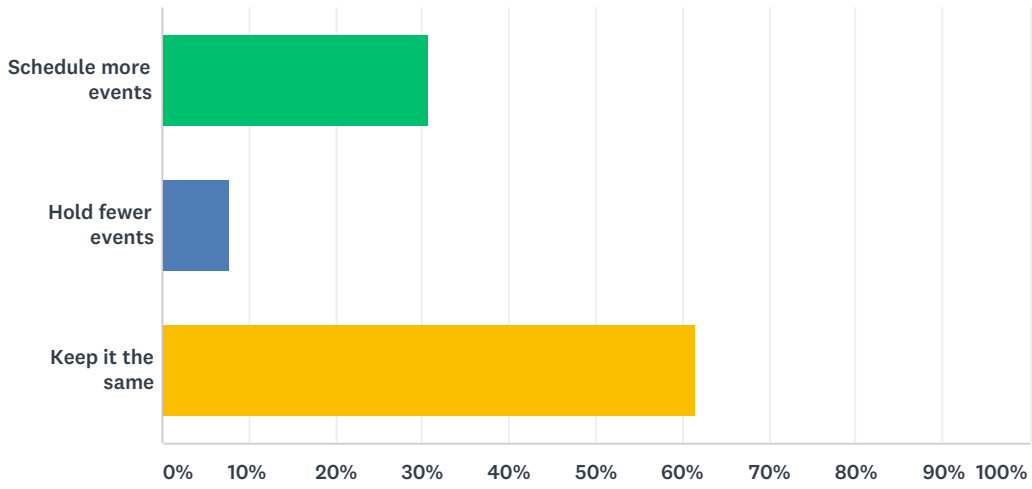
## Q5 If you could change ONE THING about special events in Virginia City, what would it be?

Answered: 12 Skipped: 2

#	RESPONSES	DATE
1	Need better transportation...people moving to alleviate the parking issues	10/11/2018 6:41 AM
2	implement a rigorous, open, assessment that results in meaningful annual change in the events	10/10/2018 12:00 PM
3	The residents and business owners being more tolerant of the activities	10/1/2018 2:50 PM
4	Focus more on art, history and cultural events than alcohol focused.	10/1/2018 5:46 AM
5	Parking	9/26/2018 12:05 PM
6	Get events that are not alcohol or saloon centric and consider the other types of businesses in town	9/26/2018 8:43 AM
7	Most are good but I think all should be for families, no pub crawls or zombies	9/25/2018 9:42 PM
8	Details of event to be clearly and easily found/seen for event attendees.	9/25/2018 3:13 PM
9	Close C Street more often or for good.	9/25/2018 2:20 PM
10	Could use better traffic equipment for blocking roads and detouring vehicles.	9/25/2018 10:47 AM
11	Traffic coordination and flow around town to make access easier	9/25/2018 8:43 AM
12	Leave events the same	9/22/2018 1:18 PM

### Q6 Should Virginia City...

Answered: 13 Skipped: 1



ANSWER CHOICES	RESPONSES
Schedule more events	30.77% 4
Hold fewer events	7.69% 1
Keep it the same	61.54% 8
TOTAL	13

## Q7 What's the ONE THING we could do to improve working with you when it comes to special events?

Answered: 11 Skipped: 3

#	RESPONSES	DATE
1	This survey is both badly designed and will not get you any relevant information	10/11/2018 6:41 AM
2	Develop more, different, cultural significant special events	10/10/2018 12:00 PM
3	Give residents discounts to the events	10/1/2018 2:50 PM
4	Help visitors understand there is much more to do in town, off of C street, that can deepen their VC experience.	10/1/2018 5:46 AM
5	None	9/26/2018 12:05 PM
6	Assign a community liaison and publish a phone number and have them available in town on all event weekends	9/26/2018 8:43 AM
7	Communication and if the event is not holiday related the organizers should pay for their own traffic control	9/25/2018 9:42 PM
8	Clear and complete communication	9/25/2018 3:13 PM
9	Get rid of the minority negative merchants	9/25/2018 2:20 PM
10	Better communication and safety plans for all of the events. Maybe require all events promoters to submit one before a permit is issued?	9/25/2018 10:47 AM
11	Traffic	9/25/2018 8:43 AM